Revolutionising The Insights Function - Proactive Vs Reactive

When insight teams struggle to manage Stakeholder requests within a timely manner and work in a reactive environment to determine the root cause of pain points, how does a business stay ahead of the curve in an ever changing landscape?

The Problem

One of New Zealand's largest and most reputable insurance brands approached Touchpoint Group to discuss the ability to streamline business as usual (BAU) reporting and monitor their ongoing pain points automatically. Although their insights team was fluid in their BAU reporting, they struggled to manage ad-hoc stakeholder requests and didn't have the time or flexibility to pre-empt stakeholder reporting requirements. Adding extra resource to the team wasn't an option.

The company knew that they needed to improve their capability to adapt to an increasingly agile environment and detect early on any issues arising before they became a larger problem.

The Solution

Touchpoint Ipiphany enabled the company to combine all their unstructured data into one program. By setting up specific ongoing BAU analysis reports, targeting the pain points previously highlighted and programming it to recognise any movement in the data, they were able to analyse and provide results to key stakeholders within minutes.

By streamlining the process of creating and sharing BAU analyses, the insights team was able to refocus their efforts on uncovering granular insights otherwise missed due to resource and time constraints. By using the Ipiphany AI, they were able to eliminate sampling bias and instead upload and review 100% of their data in real-time, automatically collating it into the established BAU reporting. Removing this barrier allowed the insights team to create more in-depth, customised reporting and put a greater focus on analysing changes within the data as they happened.

The Conclusion

The insurance company moved from a 'reactive' environment of fixing issues from data received weeks earlier to a 'proactive' environment where they were able to keep on top of and review data in real-time. With reporting reflected in the 'live' analyses, stakeholder needs were met and exceeded, resulting in fewer ad-hoc requests and deeper strategic analyses and reporting.

Touchpoint Ipiphany enabled the insight team to systemise the analytics process for all BAU KPIs and pain points. The result being the extraction of many more relevant insights with a lot more data covered without a single head count increase. The insights team has become a lot more valuable to stakeholders in a few short months.

A quote from a key stakeholder sums up the change; "Looking back, the previous way of working was slow and lacked sufficient detail to take action. We couldn't imagine going back to that way of working knowing what we'd be missing."

Touchpoint Ipiphany provides a summarised report of all active analyses automatically according to the cadence required by the customer. This could be encapsulated in a dashboard format that is distributed by Ipiphany or a third-party product already embedded in the organisation like Tableau.